THE BIG NEWS

HOORAY! CLEVELAND WELCOMES ABA

REVITALIZED C-TOWN RISES AS A TOP TRAVEL DESTINATION

"We are excited to welcome ABA’s Annual Meeting & Marketplace to Cleveland this year," says David Gilbert, president and CEO of Destination Cleveland. "We are thrilled to introduce you to our city and to showcase Northeast Ohio as a top group tour destination."

Cleveland is indeed enjoying a renaissance. CNN, Fox News, Travel + Leisure, and The New York Times are all calling the city a top leisure travel destination. More than $3.5 billion in visitor-related infrastructure investment has been well spent. The city’s downtown is a vibrant, walkable area. It has a nationally recognized dining scene and the country’s largest performing arts center outside of New York City. Visitors love one-of-a-kind attractions like the Rock & Roll Hall of Fame and long-respected arts meccas like the Cleveland Museum of Art and the Cleveland Orchestra. With its eclectic neighborhoods and an infectious championship spirit, Cleveland offers world-class experiences without the world-class ego.

Download the Marketplace app to access your real-time appointment schedule. Changes may have occurred since you printed your appointments. Search for “ABA Marketplace 2017” in the App Store.

SEE JIMI HENDRIX’S GUITAR AND MORE

LOUDER THAN WORDS

JAN. 13—JULY 31 | newseum.org

CONTRIBUTING SUPPORT HAS BEEN PROVIDED BY HILTON HOTELS AND RESORTS, SOUND EXCHANGE AND ALTRIA GROUP.
FRIDAY, JAN. 13
9-9:30 a.m.
ABA Board of Directors New Member Orientation
ROOM: 1

9:30-11 a.m.
ABA Board of Directors Council Meetings
ROOM: 1

11 a.m.–5 p.m.
ABA Board of Directors Executive Committee Meeting
ROOM: 1

2-5 p.m.
Florida Motorcoach Association Board Meeting
ROOM: 12

2-6 p.m.
Registration Open Marketplace Floor Open Foundation Silent Auction Sightseeing Tour Ticket Pick-up

3-3:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

4-4:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

5-5:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

7 p.m.
Explore Cleveland On Your Own!

SATURDAY, JAN. 14
7 a.m.–6 p.m.
Registration Open Marketplace Floor Open Foundation Silent Auction

8-11 a.m.
ABA Board of Directors Meeting
ROOM: 1

8:30-10:30 a.m.
NAMO Board Meeting
ROOM: 8

8:30 a.m.–12:30 p.m.
Sightseeing Tours
LOCATION: Atrium Lobby on St. Claire Ave.
SPONSORS: Destination Cleveland and Partners

9-11 a.m.
Hispanic Motorcoach Council Meeting
ROOM: 26C

10-10:45 a.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

11 a.m.–Noon
ABA Board of Directors Executive Committee Meeting
ROOM: 12

11 a.m.–1 p.m.
Entertainment Motorcoach Council Meeting
ROOM: 25A

11 a.m.–1 p.m.
Women in Buses Council Meeting
ROOM: 7
SPONSOR: North Dakota Tourism

11 a.m.–1 p.m.
NBTA Meeting
ROOM: 5

Noon–1 p.m.
BISC Executive Committee Meeting
ROOM: 8
Brought to you by ABC Companies

1-1:30 p.m.
ABA Annual Meeting
ROOM: 26AB
SPONSOR: ABA

1:30–6 p.m.
Networking Floor Reception
SPONSORS: American Revolution Museum at Yorktown; Jamestown Settlement and the Jamestown-Yorktown Foundation; Explore Charleston; Louisville CVB; Museum of the American Revolution, Philadelphia; Mystic Country Connecticut; Nashville, TN; Oklahoma Tourism and Recreation Department; and Temsa–CH Bus Sales

2-2:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

2–4 p.m.
ABA’s State/Regional Association Roundtable
ROOM: 20
SPONSOR: ABA

2–5 p.m.
NBTA Breakouts
ROOMS: 5 and 26C

2:30–3:30 p.m.
BISC Orientation Session
ROOM: 26AB
Brought to you by ABC Companies

4–4:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

5 p.m.
Foundation Live Auction
LOCATION: Foundation Booth

5:30–6:30 p.m.
Operator Reception
 LOCATION: MP Area
SPONSOR: Greater Birmingham CVB

7 p.m.
Dine Around Cleveland
SPONSORS: Playhouse Square and Destination Cleveland

CATCH THE BIRMINGHAM VIBE
Saturday, 5:30–6:30 p.m.

Location: MP Area

Sponsored by Greater Birmingham CVB

Tours visiting Birmingham say the city has a special vibe they don’t feel elsewhere. So come catch those good feelings at its Operator Reception Saturday, Jan. 14, from 5:30 to 6:30 p.m. You’ll be treated to a grand spread of food influenced by Birmingham’s award-winning chefs. The hot local band Just a Few Cats will rock out. It’ll be a good time for everyone to mingle and play in Birmingham’s fun Slow Motion photo booth!

From its colorful festivals to fascinating attractions, the city is a joy to explore. Come and learn more about the historic and moving Birmingham Civil Rights District. Get details on the day-long Southern Foods tour. Find out why your groups will love the Birmingham Museum of Art, the Botanical Gardens, and the Barber Vintage Motorsports Museum on the Patchwork Quilt tour.

Birmingham experiences are authentic and original, creating lifelong memories for touring visitors. Come to the reception! Sample the food, fun, music, and festivities that bring tours back to Birmingham time and again.

CHAIRMAN’S CORNER

LET’S ROCK!

The 2017 ABA Annual Meeting & Marketplace is going to rock! More than 50 educational programming options will help you take your business to the next level. Networking and business opportunities are in full force. The ABA Foundation’s Live Auction Saturday has wonderful items to raise funds for its scholarship program. Cleveland’s CVB has tours to showcase all this great city offers. Truly, there’s something for everyone here. Please take full advantage of this year’s event! See you on the Floor!

BRAD HENTON, CTIS, associate director, Country Music Hall of Fame and Museum
2017 MARKETPLACE CHAIRMAN
Welcome to ABA’s Annual Meeting & Marketplace. We are excited to welcome old friends, members, and business partners and to make new acquaintances with first-time STAR attendees.

We are especially happy to see so many of our friends from the Pigeon Forge/Gatlinburg area here after December’s devastating wildfires. If there is one thing we can learn from this tragedy it’s that our industry sticks together and helps others when needed. We may compete for business, but we never compete on compassion and caring. Stop by and let them know how committed we all are to helping them rebuild.

Over the next few days we will see tens of millions of dollars in business done and new partnerships forged. ABA is honored to help facilitate your success.

While Marketplace has always been especially successful for our host city and our operator and travel members, this year’s event offers even more for every member and their bottom lines. You’ll find success here on the Marketplace Floor and at the many opportunities to participate in education sessions to help build your business.

Join one of our Council meetings, including our Bus Industry Safety Council, Bus Maintenance and Repair Council, Hispanic Motorcoach Council, Entertainer Motorcoach Council, and Women in Buses Council. They are the best places to meet other leaders like yourself.

I hope to see you at our ABA Annual Meeting Saturday at 1 p.m. And don’t miss Sunday’s All-Delegate Lunch. Speaker Josh Linkner, a renowned entrepreneur, will challenge you to reinvent yourself and your business.

I also hope to meet many of you here. We have a great event planned!
BE “IN THE KNOW”

V is for valiant, vigorous, and volunteer. So be a volunteer! You might make new friends. You might build your business. More than 400 volunteers are needed to create a successful Marketplace. That’s why ABA started the Volunteer Recognition Program to thank our volunteers.

Fill out a raffle ticket for every shift you work. Each day a ticket will be drawn, and that Volunteer of the Day will win a $150 gift card. At the end of Marketplace, a Volunteer of the Week will be chosen from the remaining raffle tickets. The prize? A $250 gift card!

ABA thanks Volunteer Recognition prize sponsors Ride the Ducks Seattle and Shepler’s Mackinac Island Ferry for their generous commitment.

MARKETPLACE TODAY

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ABA FOUNDATION

GOING ONCE, GOING TWICE …

reat yourself, your family, and your friends, all while supporting a wonderful cause! The ABA Foundation’s Live and Silent Auctions support our Fund a Future Scholarship Program, which betters the lives of ABA families and invests in our industry’s future.

This year our amazing donors have provided us with several premier packages, including a three-night stay on Cape Cod with breakfast for two, a dune tour, a gift certificate, and ferry passes to Nantucket, as well as a three-night stay in Savannah, Ga., and a VIP pass, provided by Visit Savannah. There’s also a chance to win tickets to see Cirque du Soleil!

The ABA Foundation’s mission is to support the motorcoach, travel, and tour industry with research and scholarships that benefit our industry, the public, and you. All auction proceeds go to benefit education for our industry. Take this opportunity to help your business and our industry grow by providing educational opportunities for you and your employees’ families. Today we can help tomorrow’s industry leaders.

SEMINAR SPOTLIGHT

THE STAR EXPERIENCE: Q&A SESSIONS

These are must-attend events for first-time STAR delegates. They engage suppliers and operators in spirited discussions, and they’ll help prepare you for an exciting, valuable Marketplace week. The Orientation Subcommittee guarantees these sessions will be educational and entertaining. No sign-up is required!

Friday, Jan. 13 | 3 p.m., 4 p.m., 5 p.m. | Room: 11
Saturday, Jan. 14 | 10 a.m., 2 p.m., 4 p.m. | Room: 11
Sunday, Jan. 15 | 3 p.m. | Room: 11

Sponsored by National Interstate Insurance Company

NEED TO KNOW

LEARN ABA’S 2017 PLANS SATURDAY …

Join us for ABA’s Annual Meeting at 1 p.m. on Saturday in Room 26AB. During the meeting we will vote on new board members and acknowledge those who have been on the board and done so much for our industry. We will also review this year’s accomplishments and learn how ABA is positioning the industry as a transportation and tourism leader in North America!

GROW AT SUNDAY LUNCH

On Sunday, join us for the All-Delegate Lunch. We will be inspired by Josh Linkner, an author, investor, and entrepreneur who will speak on the subject of innovation. Josh will inspire you and move you toward better business outcomes!

What a great way to kick off the premier group travel business event. Be energized by one of the nation’s most in-demand speakers on innovation, reinvention, and hypergrowth leadership.
Come experience the story that’s touched so many.

Visit the Billy Graham Library in Charlotte, N.C., and discover how God called a humble farmer’s son to preach the Good News of His love to 215 million people face to face. Retrace his dynamic journey as history comes to life through inspiring multimedia presentations and state-of-the-art exhibits.

FREE ADMISSION
Monday to Saturday, 9:30–5:00 • BillyGrahamLibrary.org • 704-401-3200
Reservations are required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270.
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We’re for city glitz and seaside charm.

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Plan your group tours visitnj.org/groups or call 609.292.2470
### GOOD EATS

Eastern European dishes at Sokolowski’s University Inn to Asian delights at Parallax Restaurant and Lounge.

- **Ohio City**: Love beer? Try the Great Lakes Brewing Company, Market Garden Brewery, or Platform Beer Company.
- **University Circle**: Enjoy fine-dining establishments like Trentina and L’Albatros Brasserie and Bar minutes away from Little Italy.
- **Detroit Shoresway neighborhood**: Take a turn for the wurst at gourmet hot dog restaurant Happy Dog, the wine bar Toast, and treats at Spice Kitchen + Bar.
- **Suburban Cleveland**: Head here for grilled cheese restaurant Melt Bar & Grilled by renowned Cleveland chef Matt Fish and combo restaurant/jazz club Nighttown.

For dinner plans, stop at the Cleveland booth. Also available for Saturday night are tickets for performances at Playhouse Square, the largest performing arts center outside of New York City. See the show schedule or purchase tickets at www.playhousesquare.org.

### DINE AROUND IN “THE CLE”

**HELLO, FOODIE HEAVEN!**

Named one of *Travel + Leisure*’s “Best Cities for Foodies,” Cleveland dishes up classic and cutting-edge dining experiences. Saturday night’s Dine Around Cleveland, sponsored by Destination Cleveland and Playhouse Square, lets delegates explore culinary options all around town:

- **Downtown**: The booming central city area is home to Lola. Its chef, Michael Symon, hosts ABC’s *The Chew*. Also, try the Greenhouse Tavern from James Beard Award recipient Jonathon Sawyer.
- **Tremont**: You’ll find everything here from

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- BADGER BOATIQUE

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ABA NEWS

FOR NETWORKING, LEADERSHIP, HEAD TO WOMEN IN BUSES SESSION

It’s no secret. The motorcoach industry is run mostly by men. That’s why ABA started the Women in Buses (WIB) Council. It recognizes and advances the role of women in the industry through networking, education, and mentoring programs. The WIB Council focuses on teaching leadership skills and creating activities to meet its members’ needs.

Want to learn more about how this Council can benefit your career? Join WIB on Saturday from 11 a.m. to 1 p.m. in Room 7. An education session led by Chris Riddell, executive director of the Motorcoach Marketing Council, will focus on marketing lessons of the motorcoach and group travel industry. Membership in the WIB Council is not required to attend. All are welcome. (Men too!) To learn more, stop by Registration.

NEED TO KNOW

CALLING ALL FLORIDA COMPANIES!

All companies who operate in the Sunshine State are invited to attend the board meeting of the Florida Motorcoach Association (FMA) Friday, Jan. 13, from 2 to 5 p.m. in Room 12. During the session, 2017 board officers will be officially installed. End-of-year financial and membership data will be reviewed. A planning session for April’s meeting in Orlando will also be conducted.

More than 150 local operators, and many more nonregistered intrastate operators, are registered with FMA, according to its president, Mike Castro, vice president of business development at Corporate Coaches.

The board meeting is open to anyone from Florida interested in helping refine the organization’s strategy and goals for 2017 and beyond. Learn more at www.floridamotorcoach.org.

For group reservations, please call 410-576-3833 or email groupsales@aqua.org.

Baltimore’s Inner Harbor | aqua.org/groups
2017 AUCTION
SATURDAY, JAN. 14, 5 PM

MCI Proudly Donates a 2017 MCI® J4500 coach to the ABA Foundation Live Auction

Donations to the Foundation Live Auction, such as the new MCI J4500 Coach, help support:

- 21 Scholarships totaling $100,000
- Motorcoach Travel & Tourism Research

Over the last 16 years the ABA Foundation has awarded over 300 scholarships worth nearly $800,000. Our research program has expanded to show the environmental, congestion mitigation and economic benefits of group travel.

Visit MCI Booth 1135

Disclaimer: “Coach shown at auction event is for display purposes only. Actual coach to be awarded to winner shall be equipped as per the auction coach specifications sheet. Available select options requested by winner to be added to the auction coach shall be at an additional cost to be borne solely by winner.”
THE ARCADE: Built in 1890, this graceful Victorian-era treasure at 401 Euclid Ave. is one of America’s first indoor malls.

PLAY ON! Theater, dance, music, and more thrive at Playhouse Square, the nation’s largest theater district outside of New York City.

INSPIRATIONAL: The Cleveland Museum of Natural History is dedicated to igniting a passion for science and education.

VISIONARY: Crusading four-term mayor Tom Johnson is immortalized in Public Square. Historians have ranked him the second-best mayor in U.S. history.
REPEAT? The NBA’s Cavaliers won the championship last year, playing at the Quicken Loans Arena. Here’s to two crowns in a row!

YEAH, YEAH, YEAH: It’s only rock ‘n’ roll, but tour groups like it, like it, yes, they do at the ABA member Rock & Roll Hall of Fame.
THINK BIG: *Free Stamp* by pop artist Claes Oldenburg waits for a giant ink pad in downtown’s Willard Park.

SAIL AWAY: The city and Port of Cleveland make a pretty picture from the water.

DELIGHT: The West Side Market is the city’s oldest indoor/outdoor market. Find it at the corner of West 25th St. and Lorain Ave.

ARISE: *Fountain of Eternal Life* is the name of both the statue and the fountain in Veterans Memorial Plaza. Dedicated in 1964, it honors those who died in America’s wars.
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BROADWAY CLASSROOM EDUCATION SESSION

JOIN A CAST MEMBER FROM CHICAGO FOR A STEP BY STEP WORKSHOP TUESDAY 11AM – 12PM NOON

ABA MARKETPLACE BOOTH 1668

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SAFETY CORNER

BISC TARGETS BEST PRACTICES FOR EMBRACING NEW TECHNOLOGIES

BISC (the Bus Industry Safety Council), brought to you by ABC Companies, will focus on emerging technologies in Cleveland. Nearly 20 sessions will teach safety professionals about the latest technologies and how they might reevaluate their own training programs.

“Not so long ago, new transportation technologies appeared in luxury performance cars, then in mainstream autos, and then in trucks before being introduced into buses and motorcoaches,” says BISC Chairman Stephen Evans of Pacific Western Transportation. But this pattern has been disrupted, and the speed of change is faster too.

Each of BISC’s standing committees will meet over three days beginning Saturday, Jan. 14, with an orientation session. The BISC meetings will culminate on Monday.

How did BISC come about? “The safety of passengers, drivers, and buses is the number one priority for our industry,” says ABA President Peter Pantuso, CTIS. “Fortunately, we have a solid record due to the efforts of our compliance, safety, and operational leaders at bus companies. To better organize and bring them together, ABA created BISC as a forum where they could meet to discuss ideas and best practices and continue to enhance their safety and compliance knowledge.”

If you miss a session you wanted to attend, visit www.buses.org/BISC to retrieve that presentation or check in on a committee meeting. All BISC sessions are open to all bus operator and associate members. They will be held in Rooms 25A, 25B, 25C, and 26AB.

LONG LIVE ROCK!

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"On the road again,” sings Willie Nelson. That might make a great motto for the Entertainer Motorcoach Council (EMC). Its members own and operate 900 customized coaches that ferry musicians (and other gifted artists) on tour—with all the comforts of home.

EMC will hold its winter meeting on Saturday, Jan. 14, from 11 a.m. to 1 p.m. in Room 25A. The 2017 touring season will be discussed, and members will begin development of the Council’s action plan for 2017. A representative from the Federal Motor Carrier Safety Administration (FMCSA) will update members on the FMCSA’s regulatory/enforcement efforts and solicit feedback from members.

EMC membership is not required to attend. All are welcome. To learn more, email emc@buses.org.

ABA NEWS

STATE/REGIONAL ASSN. ROUNDTABLE—SATURDAY!

Join state association leaders and representatives for a roundtable discussion on legislative, regulatory, and policy issues affecting the motorcoach industry. The session is co-located here to facilitate networking, product knowledge, and educational opportunities. The meeting is Saturday, Jan. 14, from 2 to 4 p.m. in Room 20.

Topics to be discussed include the 2017 election, the FAST Act, appropriations, grassroots advocacy, bus safety, and reports on issues in attending states. The session will be led by ABA Vice President of Government Affairs & Policy Suzanne Te Beau Rohde and ABA Manager of Policy & Legislation Andrew Newhart.

While everyone is encouraged to attend, ABA asks that, due to time constraints, only one person speak on behalf of each association.
Beyond the reds, whites and rosés, lie adventures for every taste.

SonomaCounty.com
1-800-576-6662
ABAs, INSURANCE TOP BUSMARC AGENDA

ABA gets down to the nuts and bolts. It recognizes the vital role dedicated maintenance and repair professionals play in our industry. Because of the hard work and diligent attention to safety of these individuals, in 2016 ABA created the Bus Maintenance and Repair Council (BusMARC), brought to you by ABC Companies.

Its mission? To raise the level of maintenance awareness in the intercity bus and motorcoach industry and give shop managers tools to improve their existing programs. BusMARC also offers members timely information on inspections and audits and facilitates information sharing on best practices.

Following a BusMARC Orientation Session on Sunday, Jan. 15, attendees will participate in Monday sessions on compliance and common service issues. The next day they’ll visit ABA member Barons Bus in Independence, Ohio, to tour its facility and see an electronic logging device (ELD) installation.

“This will be a great time to learn about installing and troubleshooting an ELD,” says BusMARC’s chairman, Mike McDonal, product director, regulatory compliance, at Saucon Technologies.

Afterward, attendees will visit National Interstate Insurance. They’ll discuss insurance issues in motorcoach company maintenance departments and take part in discussions with motorcoach and engine OEMs. Transportation and lunch will be provided.

Membership in BusMARC is not required for participation in this meeting. All are welcome. Stop by Registration to register.
COUNCIL NEWS

JOIN THE HISPANIC MOTORCOACH COUNCIL
IT’S SMART BUSINESS

All ABA members should learn this phrase: el Consejo Hispano de Autobuses. It means “Hispanic Motorcoach Council” (HMC). Joining is the neighborly thing to do, and it makes good business sense. After all, 17 percent of Americans are of Hispanic descent, and in some states the percentage is much larger.

The group travel and motorcoach industry is as diverse as the customers it serves. That’s why ABA created the HMC. It offers networking opportunities and provides members with information about regulatory compliance, security, safety, legislative oversight, and government processes. Its goal is to ensure all HMC members are up to date on industry developments and have the tools to implement short-term plans and achieve long-term success.

Join HMC Saturday, Jan. 14, at 9 a.m. in Room 26C and help HMC chart a royal road (el camino real) for 2017. To learn more, visit the Council’s Facebook page or email hmc@buses.org.
Planning a group trip has never been easier—or more fun! Whoever you’re planning for, let us be your tour guide. All you have to do is sit back, relax and enjoy the OC view. There’s literally something for everyone, including:

- Our FREE award-winning boardwalk and 10-mile beach
- Year-round festivals, concerts and events
- New Harriet Tubman Underground Railroad State Park and Visitor Center
- 200+ restaurants and non-stop nightlife
- Shopping, wildlife, historical museums and more

Annual Events

SPRINGFEST | May 4 – 7, 2017 | Celebrate spring with four days of delicious food, arts & crafts and live entertainment.
WINTERFEST OF LIGHTS | Nov. 16 – Dec. 31, 2017 | Enjoy this award-winning light display throughout the town.